

CHAPTER I

INTRODUCTION

This chapter provides background of the study, research questions, aims of the study, significance of the study, and research methodology. Clarification of key terms and organization of the study are also provided in this chapter.

I.1 Background of the Study

Recently, there are many studies conducted in audiovisual translation. It is because audiovisual translation has become one of the most interesting topics to discuss in translation studies (Janecova, 2012). Audiovisual translation studies are interrelated to linguistic studies, particularly slang translation in a movie. The use of slang language has been increasingly popular from year to year. Now, it can be easily found in many media, like movie. However, slang in one language to another is very distinctive. Hence, it is necessary to bridge the meaning of slang in one country to another within a movie by the translation process to make the audiences understand the meaning of the slang delivered in the movie.

Slang is believed to be one of the most controversial concepts within languages (Ulvydienė&Abramovaitė, 2012). Translating slang is also considered to be problematic and specific to particular states since it is contextually dependent and culturally shaped by people of the country (Rittmayer, 2009; Chur-Hansen, 2009). However, translating slang in media like movies is more challenging because there are several problems commonly faced by the translators when translating slang in movies as it stated by Rittmayer (2009). Those problems are (1) translating slang expression from source language into the target language is not always equivalent or it has more than one equivalent in the target-language culture, because the slang expression is shaped by source-language culture and it causes the translators to choose a suitable equivalent to use it in the target text; (2) censorship causes the translators to extremely alter the text into target language.

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Even though sometimes translating slang is not always equivalent, it is important for the translators to consider that their main task is to “create an equivalent text in the target language remaining invisible but at the same time being responsible for the translation” (Ibid in Ulvydienė&Abramovaitė, 2012, p.101)

Therefore, there are some specific ways perceived suitable to overcome the difficulties in translating slang as mentioned above. One of them is to determine the slang items by identifying the types of slang first. The types of slang could be classified based on their semantical and word formation process by employing theory on lexical semantic proposed by Finnegan et al. (1992) and theory on word formation process proposed Yule (1996). Additionally, to translate slang of one language to another, subtitling mode needs to be taken. Hence, Gottlieb’s (1992 in Ghaemi& Benyamin, 2010) theory on ten subtitling strategies are suitable to be used in translating the slang contained in movie subtitles. He made the strategies because subtitling is different from other types of translation which involves both technical and contextual constraints (Ghaemi& Benyamin, 2010). Thus, it is obvious that the translation strategies proposed by Gottlieb (1992 in Ghaemi& Benyamin, 2010) are the specific translation strategies in movie subtitles. Furthermore, to examine the equivalent of the translated text, it is necessary to identify the equivalence of the slang translation. Equivalence is defined and classified by many scholars with their own terms. According to Pym (2010), equivalence is the relation between the source text and its translation. He also states that the relation between the source text and the translation is one equivalence or it has equal value, no matter whether the relation is at the level of form, function, or anything in between (Pym, 2010). Regarding to answer the third research question of study, four types of equivalence proposed by Kade (1968 in Pym, 2010) seems suitable to be employed due to his equivalence theory focuses on the level of word and phrases.

There were many studies on translating slang that have been conducted that were considered related to the present study. For example, the studies conducted

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by Ghaemi and Benyamin (2010), Kusumah (2014) that concerned on the subtitling strategies used in interlingual subtitling of movies. The other studies from Barzegar (2008), Eriksen (2010), Nugraha (2013) also focused on the subtitling strategies used in movies subtitles, but the data were specific on the slang and colloquial expressions. Moreover, *Blonskytė and Petronienė's (2013) study also focused on slang translation, but in a novel. Unlike the previous studies, the present study focuses on the types of slang found in 50/50 movie's subtitle and also to discover the subtitling strategies and the types of equivalence applied in the movie.*

I.2 Research Questions

Three questions have been formulated in this study, which are as follow:

1. What types of slang words and phrases found in *50/50* movie?
2. What subtitling strategies are applied in *50/50* movie in translating slang words and phrases?
3. What types of equivalence found in *50/50* movie subtitles?

I.3 Aims of the Study

Regarding to the research questions above, the aims of the study are as follow:

1. To discover the types of slang words and phrases found in *50/50* movie.
2. To identify the subtitling strategies applied in *50/50* movie in translating the slang words and phrases.
3. To discover the type of equivalence found in *50/50* movie subtitles?

I.4 Research Methodology

This present study employs descriptive qualitative design with quantitative data analysis supporting design in order to collect and analyze the data. These methods are employed because the data are in the form of texts and partly they are presented in the form of percentage. Richards and Schmidt (2002) claim that

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descriptive research is used to describe a phenomenon, subject, or area accurately and factually. Meanwhile qualitative method is employed for exploring and understanding the meaning individuals and groups ascribe to a social or human phenomenon in which the procedures rely on text and image data (Cresswell, 2009). Moreover, quantitative data analysis is also employed in this study to support the qualitative method by showing the percentage of the data findings. Thus, it is suitable to apply these methods because slang and its translation in this movie is considered as social phenomenon and it is described naturally.

1.4.1 Data Collection

The data of this study are in the form of texts which are critically selected to answer the research questions. The main data of the study is slang words and phrases from all dialogues of the main characters collected from *50/50* movie which is directed by Levine in 2011. The subtitle of the movie is available in *bahasa Indonesia*. To analyze data, it is needed to take several steps in collecting the data. Following are the steps of collecting the data:

1. Watching the movie for several times from two different subtitles which are English and *bahasa Indonesia* to comprehend the whole story.
2. Transcribing the dialogue in the source language (English).
3. Transcribing the subtitle in the target language (*bahasa Indonesia*).
4. Identifying the slang words and phrases in English (SL).
5. Identifying the translation of the slang words and phrases in *bahasa Indonesia* (TL).

1.4.2 Data Analysis

After the data are collected, then they are analyzed by the following steps:

1. Reading and comprehending the data both from English movie script and the subtitles in *bahasa Indonesia*.
2. Juxtaposing the English movie script and the *bahasa Indonesia*'s subtitles.

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3. Classifying and determining the types of slang based on the lexical semantics as proposed by Finnegan et al. (1992) and the word formation process proposed by Yule (1996).
4. Determining and classifying the subtitling strategies found in the data by using Gottlieb's (1992 in Ghaemi& Benyamin, 2010) ten subtitling strategies.
5. Determining the types of equivalence found in the translation based on Kade's (1968 in Pym, 2010) theory on Equivalence.
6. Collecting and classifying the data in the form of tables.
7. Calculating total number and percentages of each analysis to find out what type of slang, subtitling strategy, and type of equivalence are frequently used in the movie subtitle by using the following formula:

$$P = \frac{F}{N} \times 100\% \quad \text{P: Number of percentages}$$

F: Frequency of each analysis

N: Number of whole data

8. Describing and interpreting the results.
9. Drawing conclusions according to the results.

I.5 Significance of the Study

The present study is expected to give some contribution in specific ways; theoretically and practically.

Theoretically, the present study could give some contribution to translation field as a reference, especially as a study reference on translating slang in movie subtitle and the equivalence of the translation.

Practically, the result of the study could give some knowledge for those who want to have deep understanding on audiovisual translation field, particularly on the process of translating slang in a movie subtitle.

I.6 Clarification of Key Terms

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1. **Audiovisual Translation** refers to the process of transferring verbal components from one language to another which are contained in audiovisual works and products (Chiaro, 2013).
2. **Slang** is “a label that is frequently used to denote certain informal or faddish usages of nearly anyone in the speech community” (Southerland & Katamba, 1997, p.555).
3. **Subtitling** is a translation practice which consists of presenting a written text, usually put on the lower part of the screen, which attempts to recount the original dialogue of the speakers, also the discursive elements which appear in the image (Cintas, 2007).
4. **Equivalence** is “a relation of “equal value” between a source-text segment and a target-text segment” (Pym, 2010, p.7).

I.7 Organization of the Study

The organization of this study is as follows:

Chapter I: INTRODUCTION.

This chapter provided background of the study, research questions, aims of the study, research methodology, data collection, data analysis, significance of the study, clarification of key terms, and organization of the study.

Chapter II: THEORETICAL FOUNDATION.

This chapter presented the theories related to the topic of the study. Those are audiovisual translation theory, subtitling strategies, theory of slang, the types of slang, theory of equivalence in translation and the types of equivalence. Previous studies also discussed in this chapter.

Chapter III: RESEARCH METHODOLOGY.

This chapter delivered research design, research questions, object of the research, data collection and data analysis.

Chapter IV: FINDINGS AND DISCUSSION.

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This chapter focused on presenting the data findings and the discussion of the data analysis.

Chapter V: CONCLUSIONS AND SUGGESTIONS.

This chapter contained the conclusions of the study and the suggestions.